

THE DAILY NOVELETTE

By MARTHA McCULLOCH-WILLIAMS

“What’s his chance?” Dr. Helm asked of Tommy Barton, nodding toward a young fellow in the newest two-story...

in, “fraid of gins and snares. No need to be. If ever I own different initials the last one will come lower in the alphabet. After that she blushed unaccountably—but Tommy appeared to find enlightenment in the cryptic utterance.

Thus began for the Bruh Creek neighborhood a riotous month’s gossip, which took a new turn every day. Anne Saxton was going to marry—Dr. Helm, of course. Didn’t she go with him everywhere, and have no eyes at all for Tommy Barton? Lucky, considering how the Widow Taylor had swept him off his feet, and tagged after her like a two-year-old after his mammy at the county fair.

Leander Green’s nose was clean out of joint—to the delight of Grandma Green, who hated anything named Taylor, and the disappointment of Grandma Towle, who had counted on the visiting widow to put that foolish yellow-haired Sally Joyce clean out of his mind. Telephones, the extinguishers of country-side sociability, fell out of use—with so much doing one had to talk it over face to face. So there were dinings, and play-parties, fish fries and picnics galore, not to mention the big meeting at Harbony Church, where an altarful of penitents yielded hardy two converts. The rigidly pious said that because of dancing—hops twice each week in Old Fellows’ Hall, to say nothing of smaller private performances. Altogether there had not been such stirrings about and excitement since Major Saxton, Anne’s brother, ran for Congress, and the district came within a hundred votes of making it unanimous. This lasted a full month—then came a two days’ lull. Just why, nobody knew. So the great Taylor tag-up began again when the local paper came out with the headline: “Matrimony Rampant. All Victims Well Known and Highly Esteemed Residents of Philadelphia and the one in New York. “WANAMAKER’S Down Stairs Store” is the correct name. One gets more of its full character in that.

While being an indissoluble part of the Wanamaker business, it is yet a Store apart, having entirely different stocks of merchandise. It is a Lower-Price Store, but Not a Dumping Ground as so many other down stairs stores. The same standards of fair dealing and dollar-for-dollar value are in effect down here as in the upstairs store. That is the marvel of it.

So, Miss or Mrs. California we cordially invite you to see this different kind of store with its fresh, new and seasonable stocks well displayed, its roomy aisles, good service and pleasant always-cool-and-refreshing atmosphere.

Come in, do, and feel at home! And, even if things do grow “larger and better in California,” you’ll find Wanamaker’s Down Stairs Store something to talk about when you get back home.

Adventures With a Purse I KNOW a woman who has suddenly been thrown upon her own resources. Her name is Helen, and she is settled down in a tiny place in the suburbs. But her small, unpretentious-looking home has all the charm of the large, fashionable town house. And it’s a sale here, a bargain there, which has turned the trick. Unusual furnishings—and her place fairly radiates culture and cheer. One small detail is her window curtain pulls. Instead of the conventional ring or too often knotted string, she has dainty little ornaments. A golden ring, about two inches in diameter, on which is perched a gayly colored parrot. The pull is made of wood and painted in the most colorful way. The pulls cost but thirty-five cents each, or a set of three for \$1.

Half the success of a dinner is a well-appointed table. Gleaming silver, which fairly sparkles under the lights—snowy table linen, a flower or two in lead color. One of the shops is having a very special sale of pure linen napkins—beautiful quality, and they are hemstitched. For a shower or Christmas present the napkins would be most acceptable. And they are remarkably cheap—\$7.95 a dozen, reduced from \$15.

Laces are always irresistible and have an undeniable appeal to all femininity. And, of course, we always wear the best, which unfortunately are so expensive that we can but sigh and long for them. If you like filet, you’ll be interested to know that there is being held a sale of the lace for sixty-five cents a yard, and the lace is quite wide. For collars and cuffs, trimming underwear, on numerous things we all know—filet is ideal.

For names of shops address Woman’s Page Editor or Phone Walnut 5000 or Main 1601.

ON SALE TODAY THE FALL SPECIAL ISSUE OF The Billboard At All News Stands Fifteen Cents

WANAMAKER'S DOWN STAIRS STORE Ready With Low Prices on Week-End Needfuls Wanamaker's Down Stairs Store

For the Woman From California

Who Is Stopping Over in Philadelphia and Who Has Never Seen This Down Stairs Store You have heard of Wanamaker's all your life, and these last few years there have been snatches of news about a Down Stairs Store, but that was somewhat swallowed up in the down stairs stores that have sprung up like mushrooms throughout the West.

No Other Down Stairs Store Like This in the World

—maybe that is because there are no other Wanamaker Down Stairs Stores, aside from this one in Philadelphia and the one in New York. “WANAMAKER'S Down Stairs Store” is the correct name. One gets more of its full character in that.

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\$3.35 \$3 \$2.50 \$3.35

A Fresh Frock for the Week-End!

Scores of Different Styles in Voile, Organdie and Gingham at \$1.85, \$2.50, \$3.35, \$4.65 to \$10

Hundreds and hundreds of the prettiest, most refreshing frocks are gathered here at these little prices. Just the kinds that a woman likes to put in her week-end bag.

Organdie Dresses at \$3.35 are in lovely tints of rose, apricot, lime, sky, Copenhagen and white. Some are trimmed with bands of white organdie, like one of the frocks sketched. Others have ruffled skirts and pretty sashes.

Voile Dresses, \$1.85, \$2.50 and \$3.35 Dark and light grounds in checks, dots and figures are in this group.

A dainty frock, with a hairline check of blue, green or lavender on white, is trimmed with white organdie. Sketched at \$3.35.

A checked voile dress with a surplice bodice and sash, trimmed with organdie frills, is in rose, Copenhagen or lavender at \$2.50. (Sketched.)

At \$4.65 to \$10 there are all sorts of charming dresses of voile, organdie and gingham. French hand-made dresses of voile now have their prices lowered to \$10.

Slip-on Dresses of Linene, \$3 One of the prettiest dresses we have ever had at \$3. The over-dress is in lavender, Copenhagen or rose, piped with white, while the gumpie is of white trimmed with color. A black satin bow finishes the neck.

Women's Low Shoes \$4 Remarkable From Every Standpoint Style: the best lines of the season in the most desirable combinations of leathers and colors. Workmanship: well made, comfortable, fitting well. Price: it speaks for itself.

Never Such a Vogue for Pearl Beads!

It seems that nine out of ten women are wearing these lovely beads, for they are becoming to everybody. With dainty Summer frocks there is nothing quite as pretty as pearls.

A Woman at the Seashore Needs a Coat All Summer

It is rarely that a woman ventures out at night without a wrap, and often a coat or cape is comfortable during the day.

New Velvet Hats at \$3.85 and \$5

bring a foretaste of Autumn beauty. Warm russet, golden brown, scarlet, orange, red, dark brown and the lovely warm brown tones are at their best in this velvet with a thick pile.

The bright blues, navy, grays and black cause the Autumn colors to stand out the more.

Shapes are small and mostly trimmed with velvet bows, although some show leather, ribbon or tassels for variety.

Doris Petticoats, \$1 to \$5.50

Straight-line, practical petticoats that are perfect to wear with Summer dresses. They have very deep hems, 20 to 22 inches, which make the petticoats virtually double. Elastic at the waistline.

Peter Pan Blouses of Dimity \$2.75, \$2.90 and \$3.50

All have elbow sleeves and are planned especially for slip-on dresses. One is plain, another trimmed with rickrack and a third has frills.

White Habutai Blouses at \$3.50

These, too, are adaptable for slip-on dresses or sweaters, having long roll collars and finely tucked bosoms.

\$1 for Women's California Bathing Suits

These suits, excellent for swimming, are of black knitted cotton trimmed with white. Almost all sizes.

Black Sateen Suits at \$1.90 and \$2.25

Straight-line suits are trimmed with white pique collars, \$1.90. \$2.25 for any one of three becoming styles, including one with shoulder straps and another with short sleeves. All are of black sateen.

Suits of Surf Satin \$3.25 for a plain straight-line suit of remarkably good quality surf satin, piped in color.

2000 Fresh New Underclothes, 50c

Nightgowns of pink or white nainsook stitched and shirred in blue. Petticoats of sturdy white muslin with hemstitched ruffles. Step-in bloomers of soft pink batiste lace trimmed.

Women's White Gabardine Skirts, \$1.35

Unusually good quality, fully bleached with the soft “feel” of linen. 17x32 inches. They are plain white and neatly hemmed.

Good Bandeaux, 35c

A thousand new ones just arrived! Plain and fancy pink materials, made with elastic insets and tape shoulder straps. All sizes.



Money-in-Pocket for Young Men! All-Wool Suits Just Marked Down to \$12.50 and \$18.50

All sizes up to 42 in the lot, too! These are our few-of-a-kind suits—one or two of this color, three of that size and two or three of this pattern and so on. That is the reason for their lowered price tags.

But, Men Are All Sizes

and as each man's taste is different, this lot of a hundred and sixty or more suits makes a happy hunting ground.

The materials are all-wool chevots, and they must be good patterns or they wouldn't have sold down to one-or-two of a kind! Single breasted, well tailored and good for wear right now and on through the Autumn. Many men wear no heavier all Winter.

Every suit is taken from our own high-standard regular stock and lowered in price. Worth running for, men!

Men's Good Brown Oxfords Special, \$5.75

The leather is of sturdy quality in a dark shade of brown that has a warmth in its tone. Both styles are sketched, one with a full wing tip and the other a straight tip.

Welted soles and heels correctly low and broad.

August Clearaway of SUMMER GLOVES

At Half and Less Than Half Early Season Prices

All good gloves in perfect condition, though not all sizes in every size or color. Excellent choosing, however, with plenty of pongee and white among the silk gloves.

35c Pair for 2-clasp Milanese silk gloves in all sizes in white and pongee and sizes to 6 1/2 in black. Broken sizes in several other colors.

85c Pair for 12-button length Milanese silk gloves in pongee, beaver and black.

\$1 Pair for 16-button length Milanese silk gloves in white, pongee and black in all sizes and broken sizes in beaver color.

\$1 for Novelty Chamois Lisle Gloves in Three Styles

Slip-on gloves with braided gauntlet cuffs, have spear-point backs and are half pique sewn. 6-button length in white, café, gray, biscuit and beaver.

8-button length gloves with buttons along the arm-seam are in gray and biscuit. 12-button length is in white and chamois and a small quantity of café and biscuit.

Frilled gloves in biscuit color are 12-button length.

All of these gloves are of the finest quality, and wise women who look ahead will consider next year while they are buying.

Roomy Black Suitcases \$9 and \$9.50

They hold a surprising amount, as they are cut extra deep and each is equipped with a tray. Of black enameled cloth with black straps all around, strong catches and black leather corners and handle. They're fine vacation luggage and are especially good for automobile. 24 to 30 inch sizes at \$9 for riveted corners; \$9.50 for sewed corners. (Sketched.)

Week-End Cases, \$3.85 Also of black enameled fabric in 18 and 20 inch sizes, nicely lined.

A Good Suitcase at \$5 is of black enameled fabric with leather corners, short straps and an inside strap. A mighty good piece of inexpensive luggage.

Tan Cowhide Suitcases, \$9.50 Yes, of genuine surface cowhide of good heavy quality. They have protected corners, 2 straps all around and durable catches and handles. We have sold hundreds of these cases this Summer and they are most satisfactory.